



Contact: Kate Ennis
(301) 580-6726

kate@enniscommunications.com

For Immediate Release

IDENTITY THEFT ASSISTANCE CENTER HELPS 22,000 CONSUMERS DURING THREE YEARS OF OPERATION

WASHINGTON, DC, September 25, 2007— The Identity Theft Assistance Center (ITAC) has helped more than 22,000 victims restore their financial identities since it was established as a free consumer service three years ago, ITAC announced today.

“If you are an identity theft victim, what you want desperately is to talk to a person who understands what you are going through and can help you fix the problem. That’s what ITAC does,” said Steve Bartlett, ITAC President and President and CEO of The Financial Services Roundtable. “We’re helping more people and giving law enforcement more of the information they need to arrest and prosecute criminals.”

The U.S. Postal Inspection Service recently used ITAC data to make arrests in an identity theft ring in Los Angeles. An analysis of ITAC victim data will be presented next month at the 18th Annual Economic Crime Conference sponsored by the Center for Identity Management and Information Protection.

“We always help our customers when they’re victims of identity theft, but ITAC takes the process one step further—we provide immediate relief through triage and ITAC completes the healing process,” said Mary Blegen, ITAC Chairman and Executive Vice President, Director of Employee Engagement and Leadership Development, U.S. Bank.

“ITAC is an extraordinary customer service, an outstanding example of how a company like mine and all ITAC members are working toward the larger good by helping one customer at a time,” said Diana Hickert-Hill, Vice President of Customer Experience at Genworth Financial.

Intersections Inc., a leading provider of identity management services, operates ITAC and provides ITAC branded identity management and data breach remediation services to member companies.

“Data breaches can be a turning point in the customer relationship so it’s important to get it right,” said Michael Stanfield, CEO of Intersections. “Whether the customer has experienced identity theft unrelated to their financial institution, or the bank has experienced a data loss that could impact its customers, customers want to hear from you, to be reassured, and to talk to a human being.”

About ITAC

The Identity Theft Assistance Center (ITAC) (www.identitytheftassistance.org) is a nonprofit dedicated to fighting identity theft through victim assistance, research and law enforcement partnerships. ITAC has helped thousands of consumers restore their financial identities and is the leading source of verified data on identity theft crime. Recognized internationally for its innovative model, ITAC is sponsored by The Financial Services Roundtable as part of the financial services industry’s commitment to fight fraud and identity theft.

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